LEO BURNETT COMPANY, *Inc.*
Ad No. 236—Req. No. 14029—1 page—B&W—4½" x 7½"—Theatre Pubs, 1961 (B)

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CAST OF CIGARETTES

PHILIP MORRIS . . . . *COMMANDER* . . . vacuum-cleaned tobacco . . . the cleaner the tobacco, the better it tastes.

MARLBORO . . . . the filter cigarette with the unfiltered taste.

PARLIAMENT . . . . extra margin . . . the filter is recessed a neat, clean ¼ inch away

ALPINE . . . . always tastes rich . . . never smokes rough

BENSON & HEDGES . . . . world's choicest tobaccos; famous recessed filter system.

Produced by . . . . . PHILIP MORRIS INC.
Directed by . . . . . your taste, your pleasure, your preference.
Arranged by . . . . . women and men who love tobacco and like to smoke.
Props . . . . . the finest cigarettes your money can buy.

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